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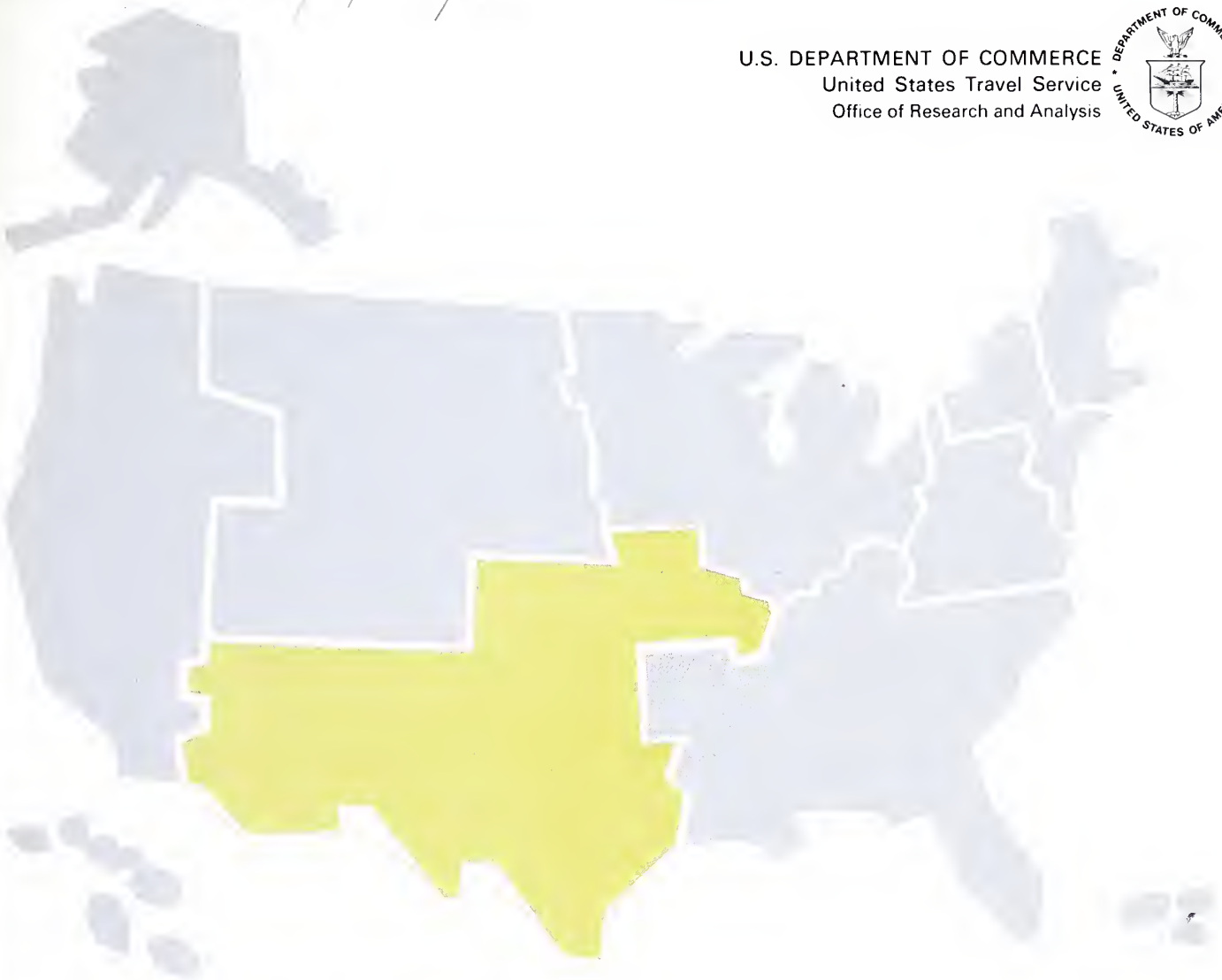

VACATION TRAVEL BY CANADIANS IN 1975

IN THE UNITED STATES

VOLUME 8

FRONTIER WEST

PENNSYLVANIA STATE UNIVERSITY
MAY 2 1977
DOCUMENTS COLLECTION

VACATION TRAVEL BY CANADIANS IN 1975

IN THE UNITED STATES
VOLUME 8

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata International

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

New Brunswick Department of Tourism

and

the Montreal Star, Ltd.

December, 1976

U. S. Depository Copy

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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1--**Summary Report** – provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

Volume 1: **Summary Report** - United States

Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway** - New Jersey, New York.

Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Lousiana, Mississippi, North Carolina, South Carolina Tennessee.

Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

Limitations: In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

Canadian Arrivals: As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

C. HIGHLIGHTS OF THE FINDINGS

1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions--59% of the Canadian population vacationed in 1975, an all-time high--reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada--the Atlantic Provinces and the Prairies--apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a "lack of interest" as the main reason for not traveling, "preferring activities around the home". Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974--representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada's share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all "non-auto" Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to "a particular vacation spot" than in previous years, (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for

vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from $479 to $554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending--from $2.4 billion in 1974 to $2.9 billion in 1975.

2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated $777 million in the U.S.

- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region, (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands--5%, George Washington Country--4%, and Frontier West--2%.

- In terms of receipts, the South attained a 28% share, of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).

- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).

- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).

- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifically, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.

- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974--the lowest share the motoring segment has experienced in the last decade.

- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.

- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.

- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.

- "Sightseeing" was the major reason given for vacationing in the U.S. (46%), followed by "spending time at vacation spots" (42%). "Visiting friends and relatives" ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in "sightseeing and doing things in cities and towns". Participation in non-city activities appealed to many more--"sightseeing in the country"(28%), "camping or tenting" (10%), and "fishing, boating or participating in other outdoor activities"(8%). (Includes multiple responses.)

- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974--11.5 nights.

- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.

- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.

- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The **physical beauty** was most impressive to visitors--particularly the beaches and the water, as well as the scenery in general.

- Attractive to an equal number of Canadians were the "**facilities**" encountered--including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.

- Other aspects of appeal were the **weather**, **friendly people**, and **relaxed pace** in certain areas of the country, as well as **specific sightseeing activities, attractions, events and entertainment.**

- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness" and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:

    - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.

    - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.

    - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplaine appealed more often to visitors destined to California, the South and of course, the U.S. Islands.

- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:

    - reside in British Columbia, the Prairies, and Ontario;

    - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.

- From 1974 to 1975, there was in increase in Canadian travel to the U.S. by:
  - visitors with a head of household income of $14,000 or over;
  - visitors aged 18 to 29;
  - visitors with a family income of $20,000 and over;
  - visitors residing in single or semi-detached dwellings;
  - visitors in skilled labor occupations;
  - travelers to the Eastern Gateway, The South, and Mountain West regions;
  - residents from Ontario and Quebec;
  - visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
  - visitors without children living at home;
  - visitors aged 40 to 49;
  - visitors living in apartments;
  - visitors traveling by air.

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE FRONTIER WEST, 1975

A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to the Frontier West region of the United States was approximately 51,000, or 2% of the total 2 million vacation trips from Canada to the United States.

This region's share of expenditures, however, was significantly greater than its share of vacation trips.. In 1975, out of the $777 million spent by Canadian vacationers in the United States, the Frontier West received 4% - - or about $28 million. Canadian expenditures on each trip per adult traveler amounted to $398 - - the largest per capita expenditure enjoyed during 1975 by any region in the United States mainland - - and considerably greater than the average for all Canadian vacation trips to the U.S. ($236). This relatively high per capita expenditure derived, of course, from the fact that the Frontier West region necessarily involves greater travel distances for Canadian vacationers. Hence, compared with the average length of stay for all Canadians vacationing in the U.S. (12.2 nights), those traveling to the Frontier West region remained in the United States for an average of 28.2 nights, an average greater than that for any other region. Daily expenditures per adult (at $15 average), however, are relatively low, and certainly lower than the national average of $21.

51,000 Canadian Vacation Trips to the Frontier West (-18% from 1974)

- 2% of total Canadian vacation trips to the U.S.
- 9th most popular region in U.S. for Canadian vacationers

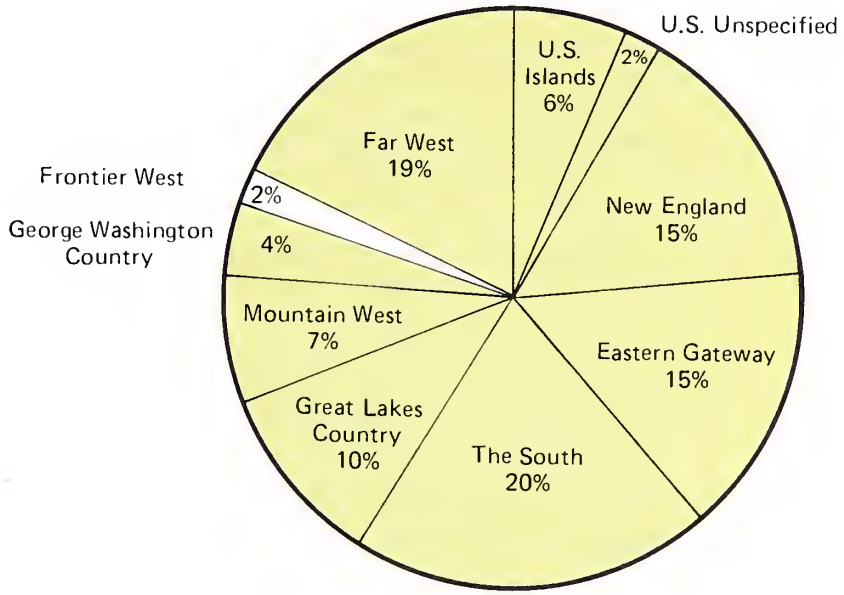
$28 Million Spent in the Frontier West by Canadian vacationers (-7% from 1974)

- 4% of total Canadian vacation expenditures in U.S.
- 8th largest recipient of Canadian vacation dollars
- $398 spent per adult per trip (+20% from 1974)
- $15 daily spending per adult per trip (-28% from 1974)
- Thus, trips to the Frontier West have become fewer in numbers but longer in duration over the past year - - from an average of 15.7 days in 1974 to an average of 28.2 days in 1975

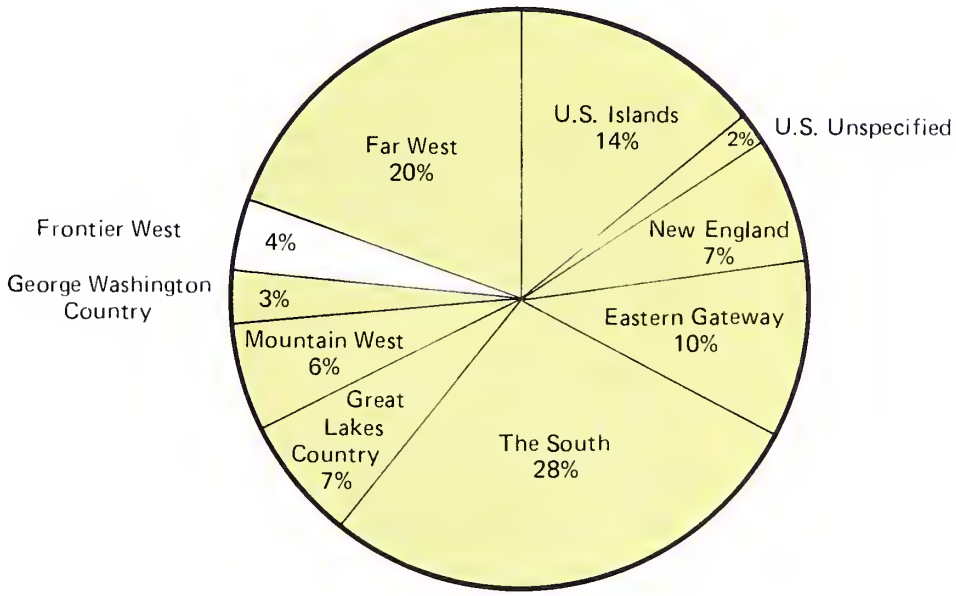
Chart 1

CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S. 1975

Trips 2,046,000
100%



Receipts $777,000,000
100%



Profile of Canadian Vacation Travelers to the Frontier West

The Canadian traveler vacationing in the Frontier West Region in 1975 can be described as follows: 78% lived in cities (population of 1,000 or greater); 69% were from the Prairie Provinces or British Columbia; the vast majority (85%) were English-speaking Canadians; 71% owned their own homes; 57% were women; 54% were unmarried; 88% had at least a high school education (with 18% having attended university); 45% were employed in white collar jobs; 36% reported incomes between $10,000 and $15,000 annually, with an additional 39% earning $15,000 or beyond per annum; and 78% had no children.

Their travel habits reveal the following patterns: 50% traveled in their own vehicle, either automobile or motor camper; virtually all visitors (100%) engaged in sightseeing, 40% visited friends or relatives, and 25% did some shopping; the most popular months for traveling were January through March, accounting for 36% of the trips; and the average length of stay in the United States was 28.2 nights.

PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST

Traveler Characteristics	
Residence:	Urban (78%), Ontario (27%), Prairies (36%), British Columbia (33%) Population over 500,000 (39%)
Dwelling Status:	Lived in single or semi-detached dwelling (87%) Owned their own dwelling (71%)
Sex:	Females (57%)
Age:	18-29 years (37%), 50 years and over (43%)
Marital Status:	Unmarried (54%)
Education:	Attended high school or beyond (88%)
Occupation:	Professional/manager/sales/white collar (45%)
Family Income:	Under $10,000 annually (24%) $10,000 to $15,000 (36%), $15,000 or more (39%)
Family Composition:	Adults only (78%)
Trip Characteristics	
Purpose:	Sightseeing in cities (63%), Sightseeing in non urban (40%) visiting friends or relatives (40%), shopping (25%)
Mode of Transport:	Auto (37%), motor camper (13%), air (34%)
Seasonality:	1st quarter (36%), 2nd quarter (24%), 3rd quarter (23%)
Mean Length of Stay:	28.2 nights
Mean Size of Traveling Party:	2.8 adults
Use of Travel Agent:	28% used in planning
Decision Lead-time:	Planned trip at least 2 months in advance of departure (53%)
Favorable Impressions of Frontier West:	Facilities (45%), people/way of life (35%)
Unfavorable Impressions:	None (52%), weather (17%)
Accommodation:	Motel (67%), hotel (32%), relatives (20%)

Significant Changes in Canadian Vacation Travel to the Frontier West From 1974 to 1975

- Increases in:

  per capita expenditure per trip (from $333 to $398)
  average length of stay (from 15.7 nights to 28.2 nights)
  visitors from British Columbia (from 5% to 33%)
  visitors from single family dwellings (from 75% to 87%)
  females (from 46% to 57%)
  sightseeing in cities and towns (from 19% to 63%)
  sightseeing in non-urban areas (from 25% to 40%)
  travel by motor camper (from 5% to 13%)
  travel during the 3rd quarter (from 10% to 23%)

- Decreases in:

  daily per capita trip expenditure (from $21 to $15)
  total trips to the region (from 62,000 to 51,000)
  visitors from Ontario (from 61% to 27%)
  those with only primary school education (from 23% to 12%)
  travel by air (53% to 34%)
  travel in 4th quarter (from 34% to 17%)

Significant Differences Between Canadian Vacation Travel to the Frontier West and to the U.S. as a Whole

- The Frontier West, compared to the U.S. as a whole, had a much higher proportion of:

  visitors from the Prairie Provices and British Columbia
  visitors from rural areas
  visitors who speak English
  people who live in single family dwellings and who own their own homes
  visitors 50 years of age and over
  unmarried visitors
  visitors from adult only households
  visitors interested in sightseeing and shopping
  visitors traveling by bus or motor camper
  visitors traveling during the 1st and 2nd quarters
  visitors who stay in motels and hotels
  long-stay visitors
  visitors who plan up to 2 months in advance
  visitors who are impressed with facilities, with the people and the way of life, and with specific attractions

- The Frontier West, compared to the U.S. as a whole, had a much lower proportion of:

  visitors from Quebec and Ontario
  visitors from cities with populations over 500,000
  visitors who speak French
  visitors traveling by automobile
  visitors spending time at a vacation spot
  visitors traveling during the 3rd quarter

B. DETAILED FINDINGS

The detailed characteristics of Canadian vacation travel to the Frontier West during 1975 are presented in the following three sections: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

1. Trips/Receipts

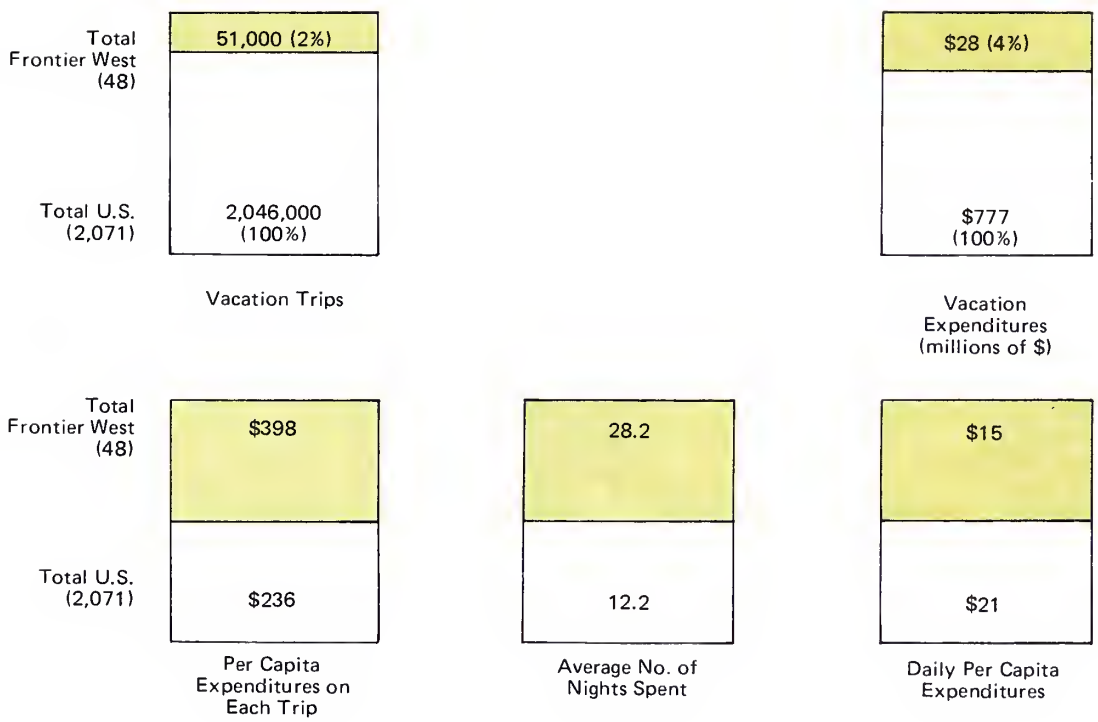
In 1975, the Frontier West area ranked ninth in terms of popularity as a destination for Canadian vacation travelers to the U.S., while in terms of Canadian vacation expenditures, it ranked eighth. Thus, the Frontier West received approximately 2% of total Canadian vacation trips to the U.S. and 4% of all Canadian expenditures in the U.S. This pattern is perhaps not surprising in view of the relative remoteness of some parts of the Frontier West region from the Canadian border, resulting in higher per capita trip expenditures.

The Frontier West was the primary destination for an estimated 51,000 of the approximately 2.0 million vacation trips to the U.S. in 1975. (An additional 8,000 trips by Canadians involved one or more nights in the Frontier West as part of a vacation trip to some other primary destination in the U.S.) Of the $777 million spent by Canadian vacationers in the U.S. in 1975, the Frontier West region attracted an estimated $28 million.

These levels represent declines from the peak enjoyed in 1974. The decline in trips (from 62,000 in 1974) represents a drop of some 18%, in contrast with the sharp increment of 46% enjoyed over the previous year. Such dramatic changes from year to year must, of course, be interpreted with caution in view of the very small base upon which these projections are calculated. Indeed, much of the decrease calculated from 1974 to 1975 (18%) could well be attributed to simple sampling error. In terms of share of trips to the United States, a loss is observable as well: from 4% in 1974 to 2% noted for 1975.

In 1975, the per capita expenditure per trip by Canadians traveling to the Frontier West was $398, an increase of approximately 20% over the $333 recorded in 1974. This represents a continuation of an earlier trend marking sizeable increases in per capita expenditure for this region. However, daily per capita trip expenditures dropped 29%, back to the average of $15 reported for 1973. Obviously, then, the trips increased in duration (from an average of 15.7 days in 1974 to an average of 28.2 days in 1975)

Chart 2
CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE FRONTIER WEST (1975 Expenditures in U.S. Only)



2. Traveler Characteristics

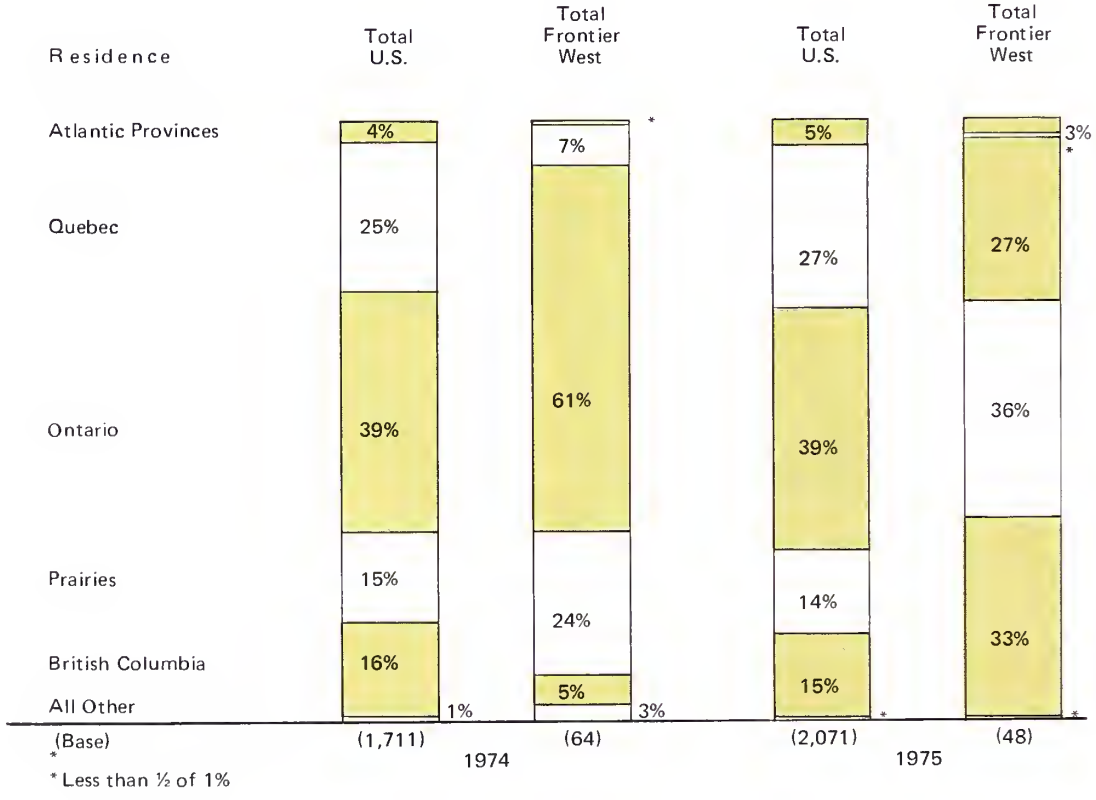
This section presents a brief summary of the following descriptive characteristics of 1975 Canadian vacation travelers to the Frontier West region: residence by province; residence of auto vacationers; size of community of residence; language spoken; type of dwelling occupied/ ownership; sex; age; marital status; education; occupation; family income; and family composition.

a) Province of Residence

Virtually all of the Canadian travelers visiting the Frontier West were from Ontario, the Prairie Provinces or British Columbia - - and as can be seen below, these three regions divided the business fairly evenly. This is in distinct contrast to the situation in 1974, when it was found that a good majority of travelers to the Frontier West region (61%) were Ontario residents, with British Columbia contributing as little as 5%.

In 1975, then, the Prairie Provinces and British Columbia contributed disproportionately high proportions of travelers, while Ontario contributed a disproportionately low proportion.

Chart 3
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975
BY RESIDENCE



* Less than ½ of 1%

b) Residence of Auto Visitors

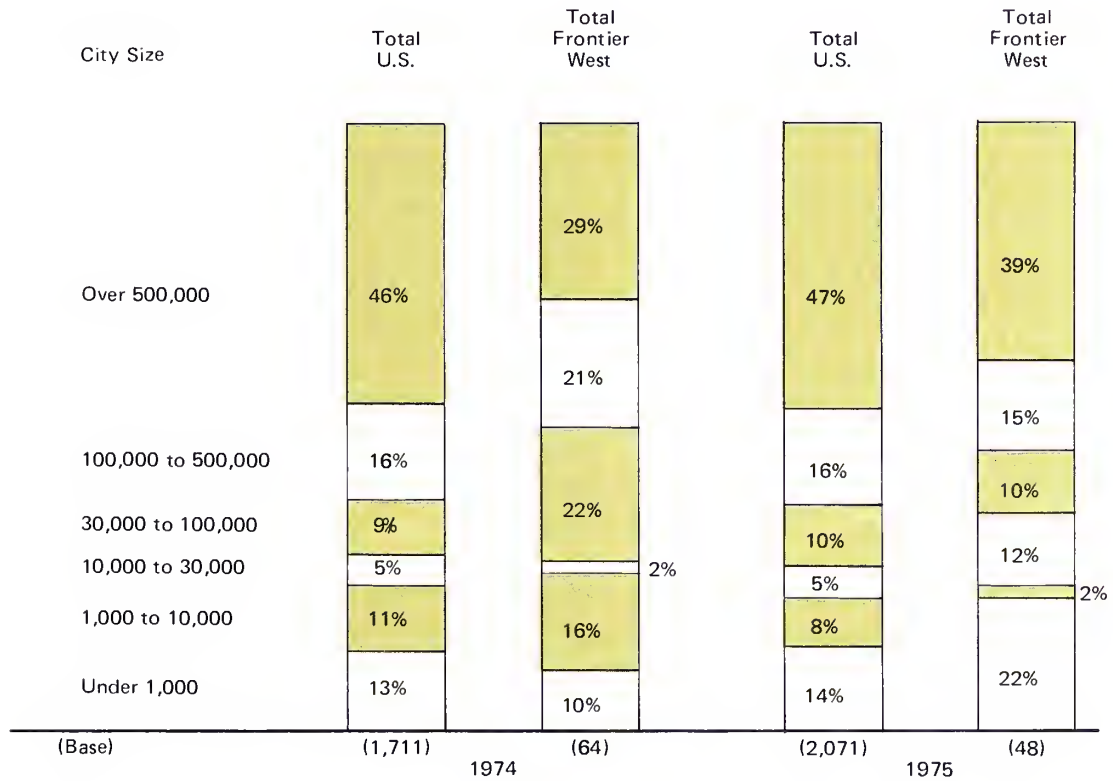
The extremely small number of Canadian vacationers traveling to the Frontier West region by auto renders an analysis by residence altogether unreliable. Hence, no data on this subject are presented here.

c) Size of Community of Residence

As would be expected from the foregoing, Canadian visitors to the Frontier West region tended, in terms of their communities of residence, to be skewed somewhat toward smaller communities and rural areas.

Despite this pattern, the representation from larger urban areas (over 500,000 in population) was somewhat larger in 1975 than in 1974 - - though still accounting for somewhat less than is true of all visitors to the U.S.

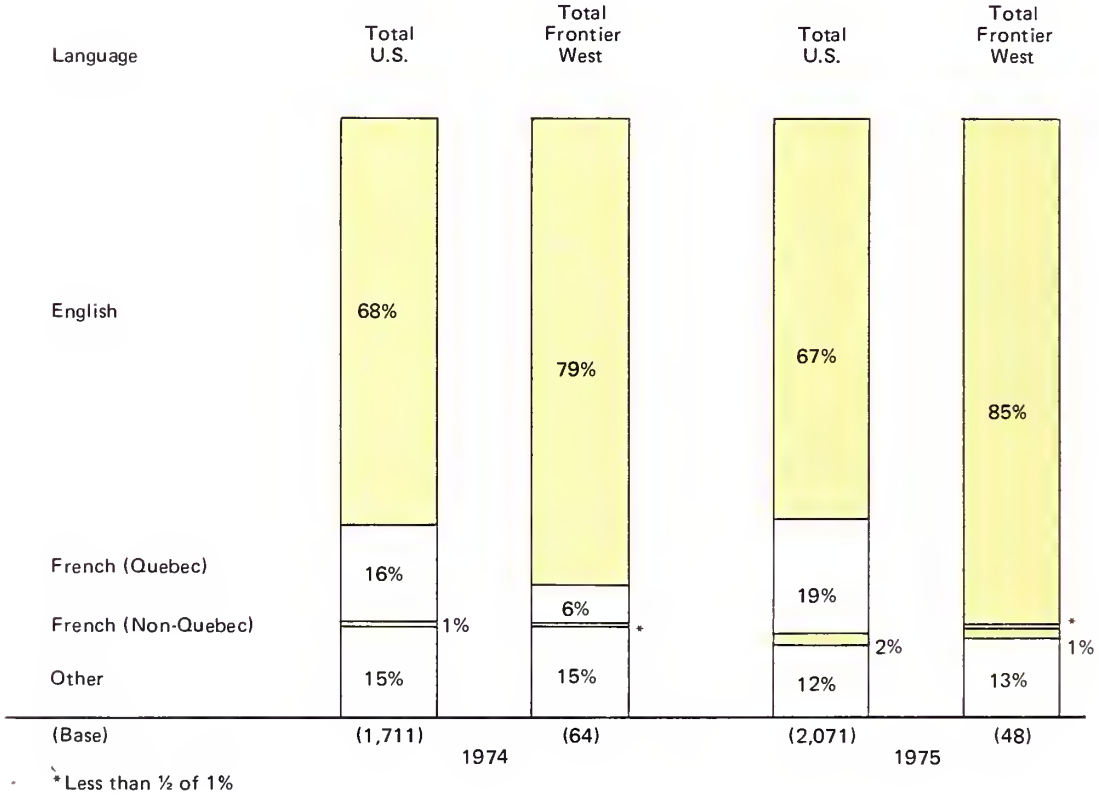
Chart 4
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY SIZE OF COMMUNITY OF RESIDENCE



d) Language Spoken

The Canadian vacation market for the Frontier West was even more heavily dominated by English-speaking travelers in 1975 than was true in 1974 (85% vs. 79%), due primarily to a drop in the incidence of visitors from Quebec.

Chart 5
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY LANGUAGE



e) Type of Dwelling Occupied/Ownership

Those Canadians vacationing in the Frontier West region in 1975 tended to live in single family homes in Canada (87%) - - more than was the case in 1974 (75%).

Consistent with the above findings, Frontier West visitors tended, more than visitors to the U.S. overall, to own their own dwellings (71% vs. 64%). And again, there is some hint that the trend was accentuated over that observed in the previous year (71% in 1975 vs. 68% in 1974).

Chart 6
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY TYPE OF DWELLING

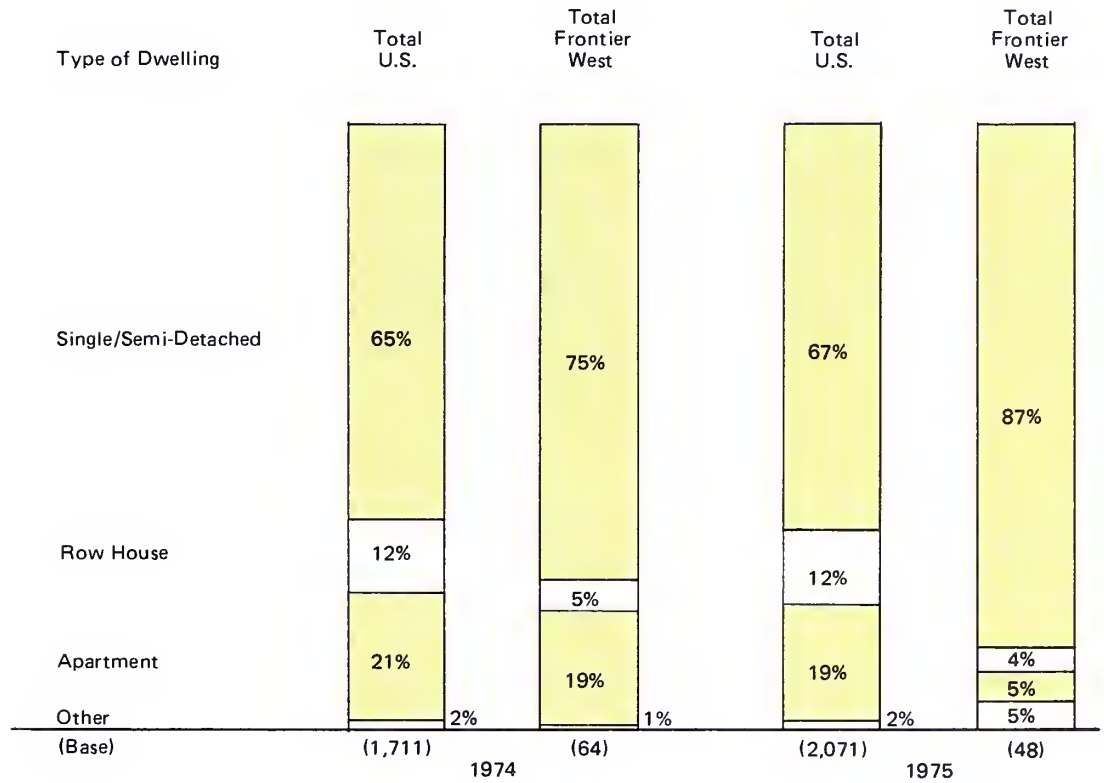
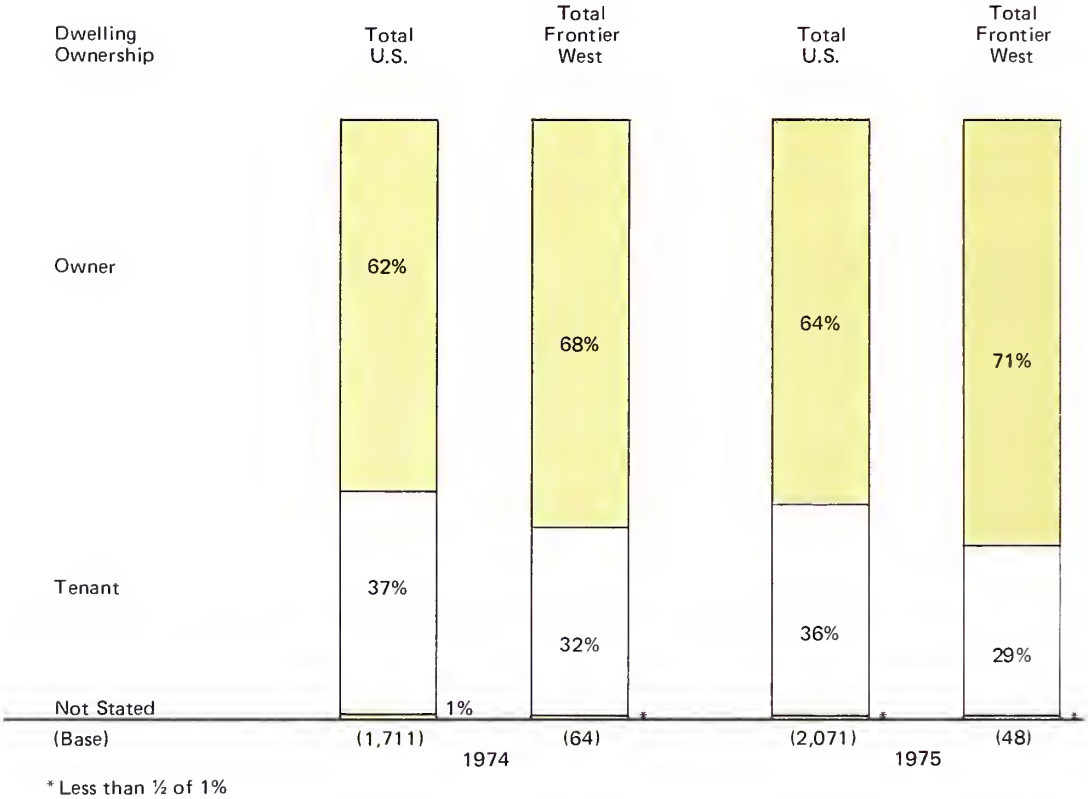


Chart 7

CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY DWELLING OWNERSHIP



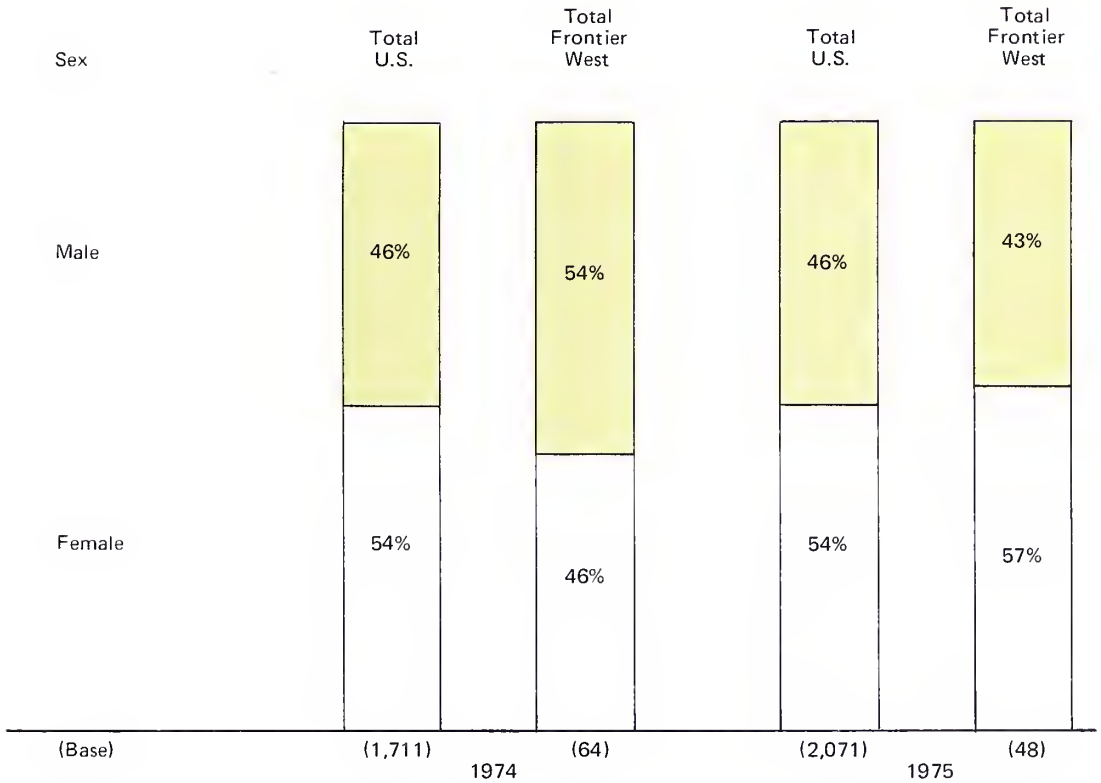
* Less than ½ of 1%

f) Sex

In 1974, as can be seen, the Canadian visitors to the Frontier West tended, in majority, to be male - - a balance at odds with the national picture as a whole.

In 1975, Frontier West visitors tended to be more typical of the national pattern, with a majority being female (57%).

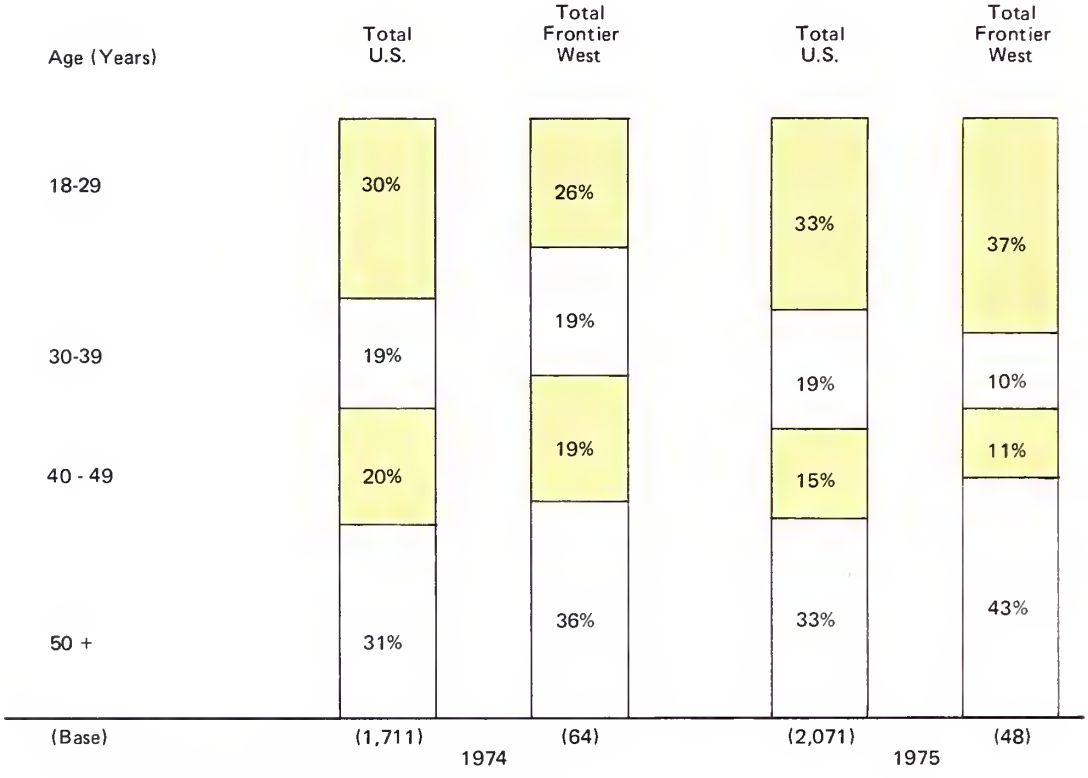
Chart 8
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975
BY SEX



g) Age

Consistent with the pattern noted a year ago, 1975 showed Canadian vacationers in the Frontier West area to contain a somewhat higher proportion of older people (50 years of age or more) than was true of visitors to the United States in total (43% vs. 33%). In 1975, however, Frontier West visitors contained a marginally higher proportion of younger visitors as well (37% vs. 33%).

Chart 9
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY AGE

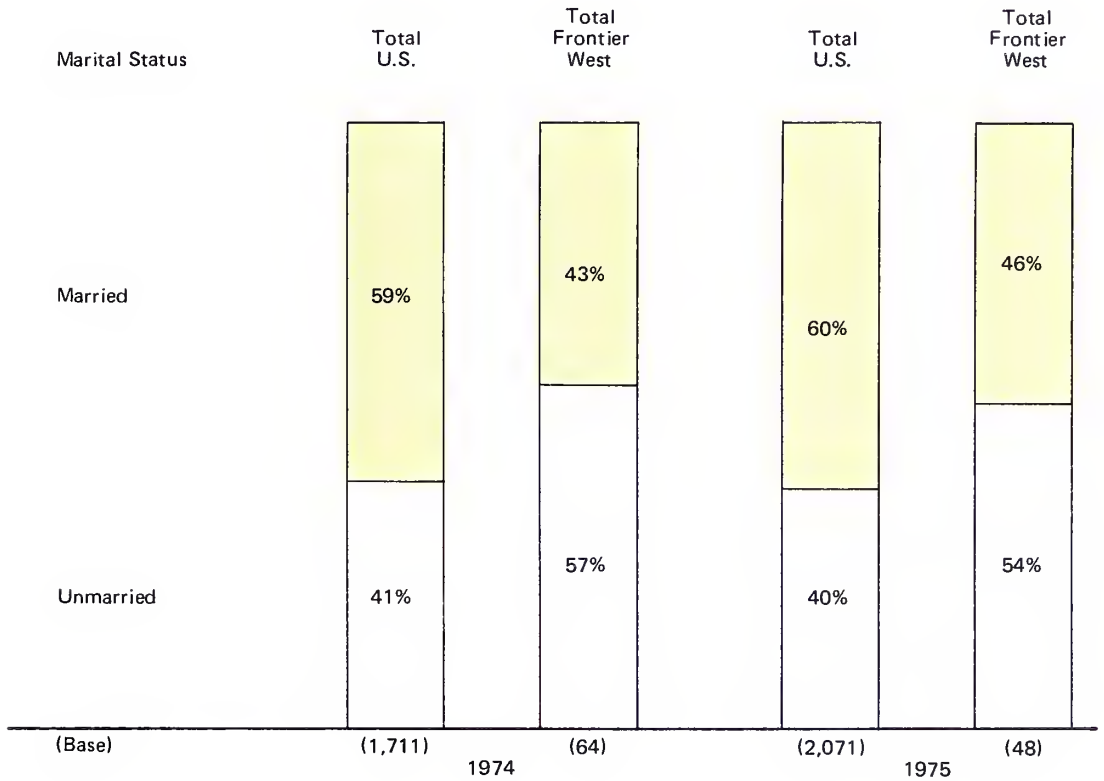


Note : Totals may not add to 100% due to rounding

h) Marital Status

As can be seen below, the Frontier West attracted more than its share of unmarried Canadian vacationers. Indeed, 54% were unmarried compared with only 40% for all Canadian vacationers in the U.S. - - a pattern very similar to that found in 1974.

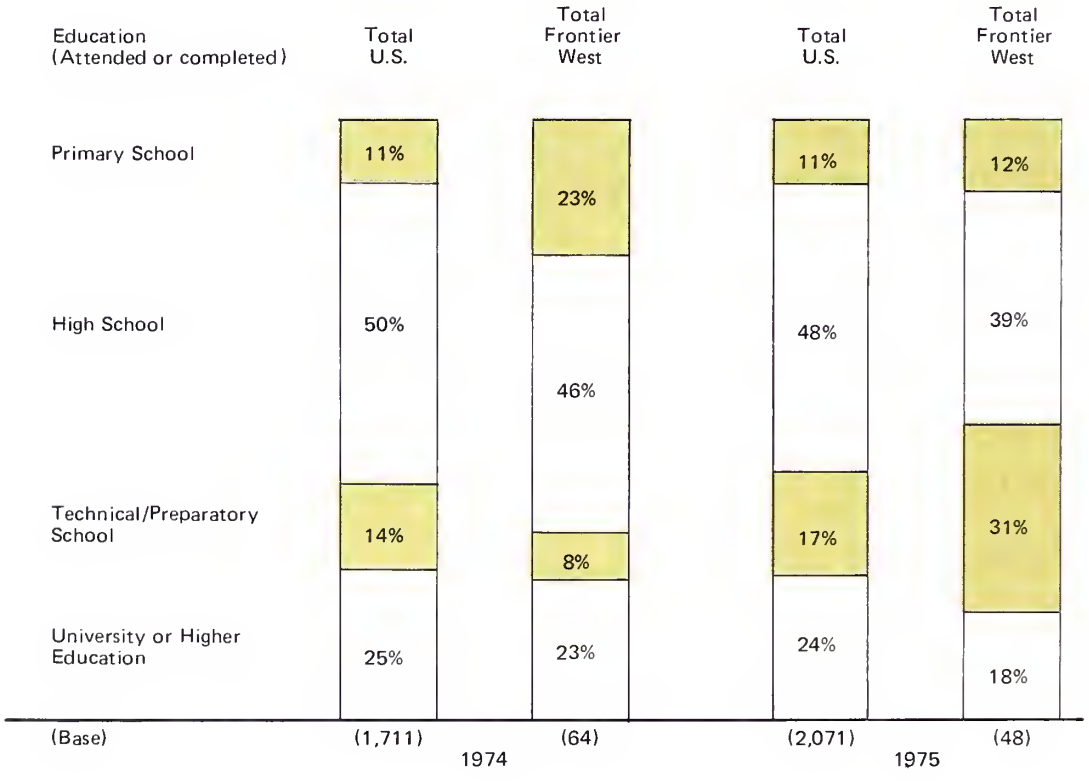
Chart 10
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY MARITAL STATUS



i) Education

It would be an error to conclude too much from the variations in educational level noted below -- either comparing Frontier West to Total U.S., or comparing 1975 with 1974. Very small sample bases can easily themselves be responsible for the variations observed. Thus, the previous tendency (1974) for Frontier West visitors to include a somewhat higher proportion of those with only primary school educations was not continued in 1975. In addition, the hint that in 1975 Frontier West visitors included a somewhat lower proportion of people with university education may or may not be reflected again in 1976.

Chart 11
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY EDUCATION

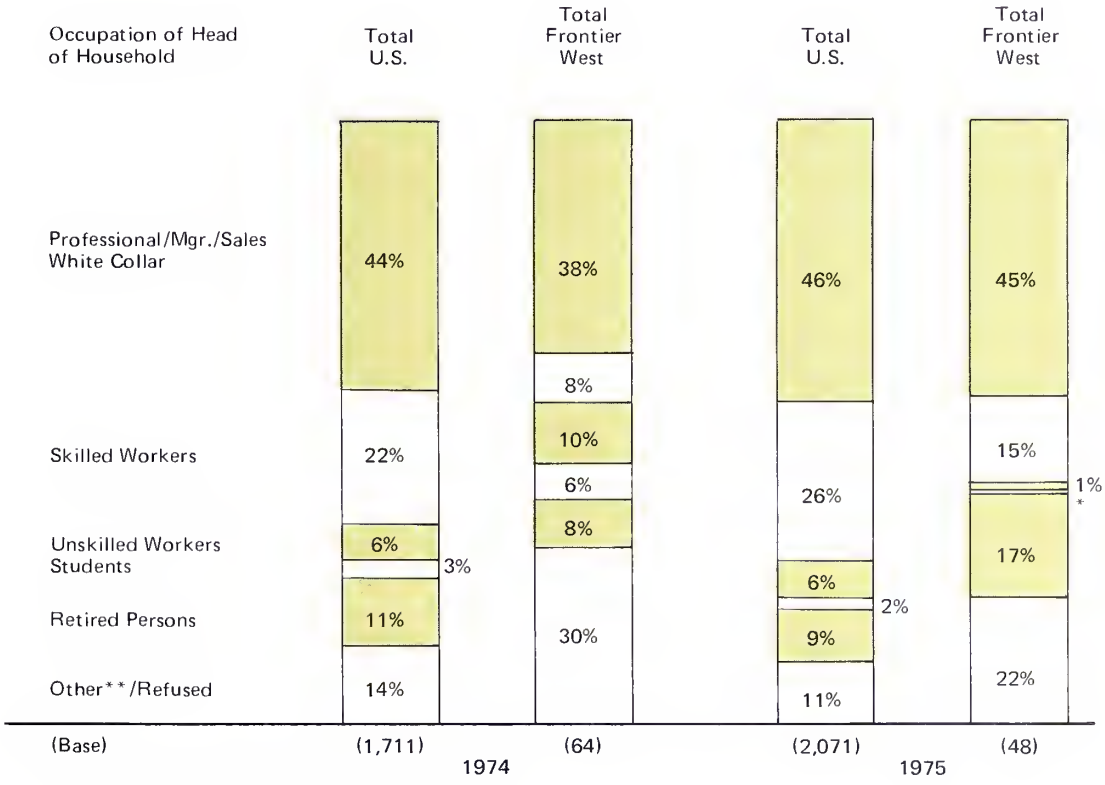


j) Occupation of Head of House

Occupationally, Canadians who visited the Frontier West in 1975 tended, as in the previous year, to include a smaller proportion of skilled workers and a higher proportion of housewives and farmers (classified below as "other").

Other than these differences, the occupational composition of visitors to this region was not atypical (the apparently higher proportion of retired people notwithstanding).

Chart 12
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975
BY OCCUPATION OF HEAD OF HOUSEHOLD



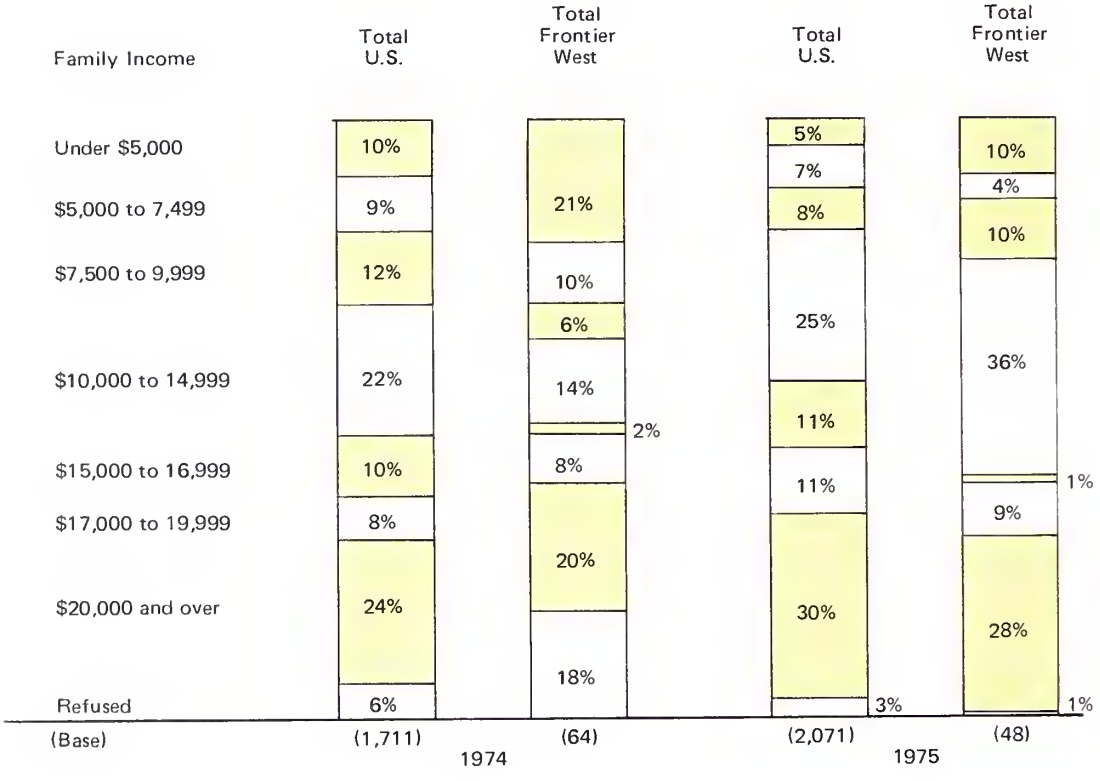
**Primarily includes housewives and farmers
*Less than ½ of 1%

k) Family Income

In 1975, it is clear that Canadians who visited the Frontier West region earned incomes considerably lower than the average Canadian visitor. Fully 60% reported incomes of less than $15,000 per annum, in comparison with a proportion of only 44% for all Canadian visitors to the U.S. in 1975.

This pattern was not observable in 1974. Only future studies can reveal whether this marks the beginning of a new trend, as opposed to representing simply a random fluctuation due to small sample size.

Chart 13
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY FAMILY INCOME



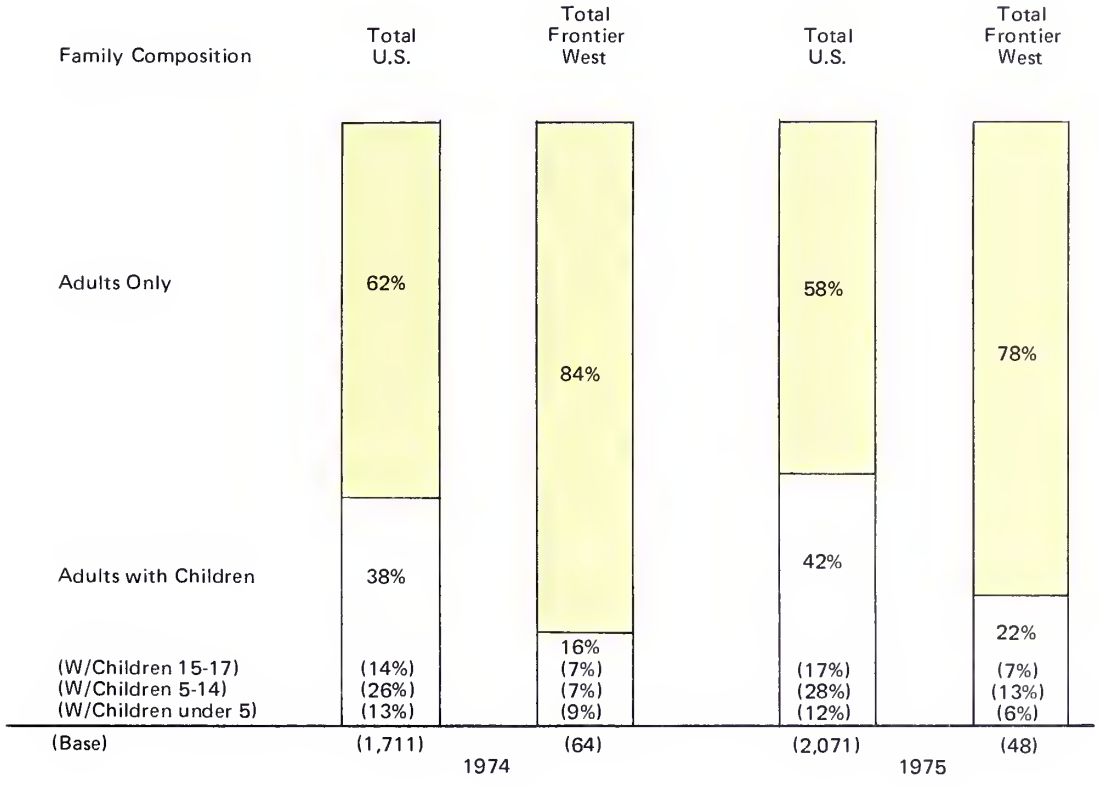
l) Family Composition

There is little question that Frontier West visitors were atypical in terms of family composition. Reflecting the pattern observed in 1974, visitors in 1975 were composed of substantially more adults than was the case with Canadian visitors to the U.S. as a whole.

As can be seen, the shift in family composition was reflected among all ages of children.

The marketing implications of this finding are quite clear; and the magnitude of the differences indicates that applications of this finding merit a good deal of study.

Chart 14
CANADIAN VACATION TRAVELERS TO THE FRONTIER WEST IN 1975 BY FAMILY COMPOSITION



3. Trip Characterisitics

This section includes a commentary on the following characteristics of 1975 Canadian Vacation Trips to the Frontier West region of the United States: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

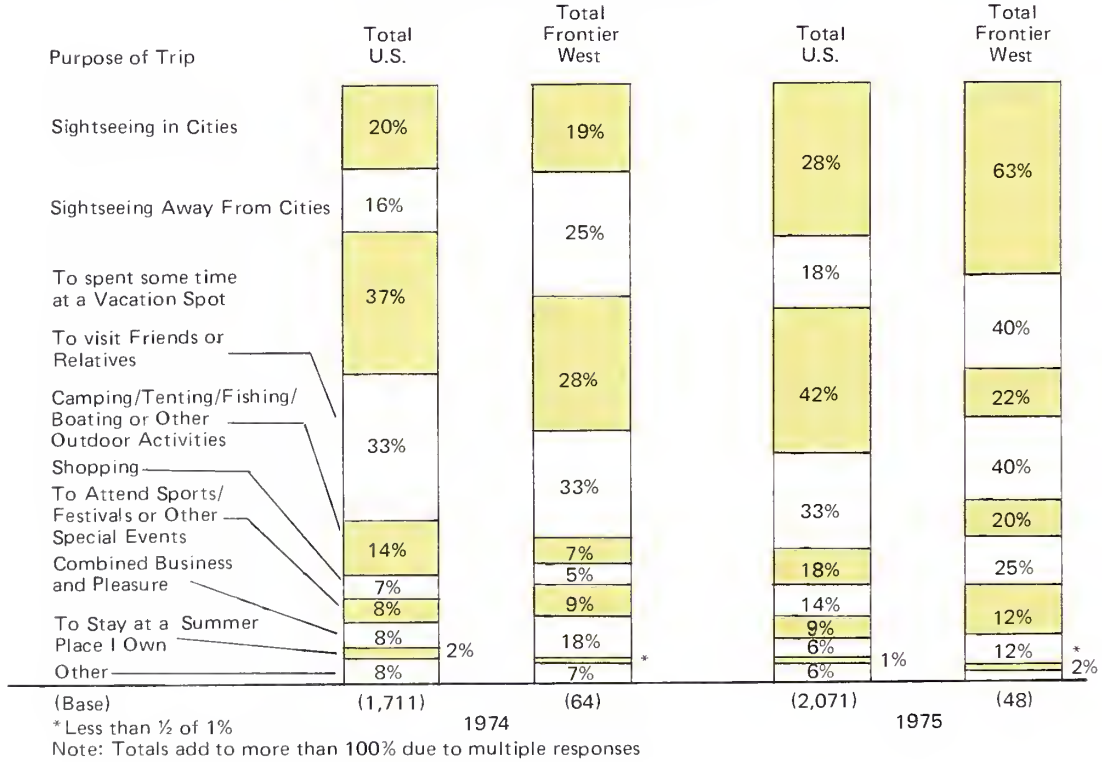
a) Purpose of Trip/Party Size

Shown a list of possible objectives in a vacation trip, all participants in this survey were asked to indicate what purpose or purposes they had in mind in undertaking the journey. Frontier West visitors from Canada in 1975 indicated a particular interest in sightseeing, as can be seen, an activity apparently planned by a far greater proportion of this region's visitors than by visitors to the U.S. overall. Compared to all Canadian visitors to the United States, Frontier West visitors showed less interest in spending time at a vacation spot (22% vs. 42%), and more interest in shopping (25% vs. 14%), and in conducting some business combined with pleasure (12% vs. 6%). Each of these was a more prominent category of interest than is typically true of Canadian visitors to the U.S.; and shopping, in particular, was a good deal more popular among visitors to the Frontier West region in 1975 than in 1974.

Perhaps another change from 1974 to 1975 merits mention: outdoor activities (camping, tenting, fishing, boating, etc.) was apparently more of a factor in drawing visitors to the Frontier West region in 1975. Fully 20% (as compared to 7% in 1974) of all visitors to the Frontier West cited some kind of outdoor activity as one of their purposes.

In terms of party size (see Appendix B-2), the average Canadian party vacationing in the Frontier West region was virtually the same size as the average for all Canadian visitors to the U.S. in 1975 (2.8 adults per trip). This, however, represents an increase in party size for the Frontier West region over 1974 (2.2 adults on the average).

Chart 15
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY PURPOSE OF TRIP



*Less than ½ of 1%
Note: Totals add to more than 100% due to multiple responses

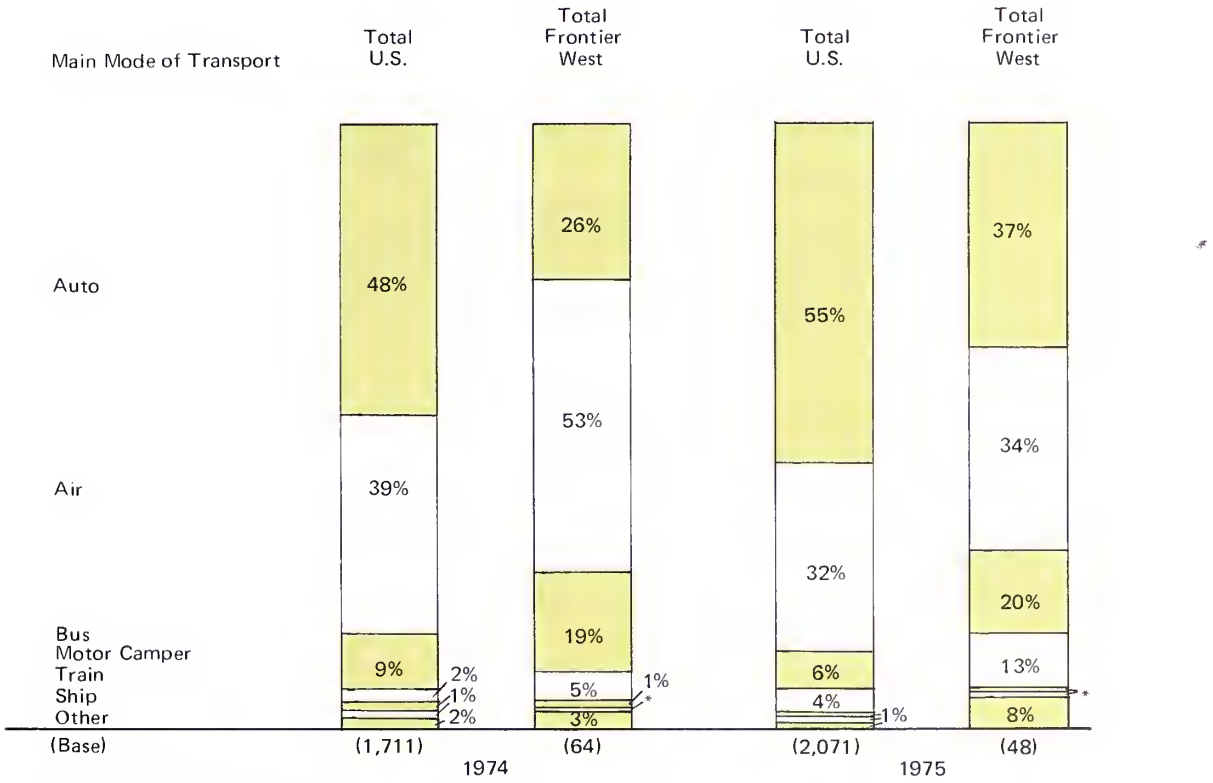
b) Main Mode of Transport

"Wheels", of one kind or another, constituted the primary mode of transport for Canadian visitors to the Frontier West during 1975. This represents a distinct change from the pattern in 1974, when air provided the main means of transport (53% in 1974, down to 34% in 1975).

The use of personal vehicles was more popular in 1974 than in the year previous, with travel by bus remaining at approximately the same level.

With the unusually high "adult only" proportion of travelers to the Frontier West region, it might be assumed that substantial opportunities exist in promoting special air packages to Canadians looking towards the U.S. for vacation travel.

Chart 16
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY MAIN MODE OF TRANSPORTATION



*Less than ½ of 1%
Note: Totals add to more than 100% due to multiple responses

c) Use of Package Tours

The data pertaining to use of package tours is based on only those people traveling to the Frontier West who did indeed use some kind of public transportation. Hence, although the results indicate a pattern very similar to that found for the U.S. as a whole, the numbers are not reproduced here because they could, in fact, be misleading. It is quite possible, for example, that based on larger numbers, the Frontier West pattern might be altogether different.

d) Seasonality

The most popular quarter for Canadians to travel to the Frontier West on vacation in 1975 was the first quarter of the year (January through March); whereas, for all Canadians visiting the U.S. in 1975, the most popular quarter was the third (July through September).

The 1975 distribution was a much evener one than that obtained in 1974, as can be seen. What seems to have happened is that the third quarter (July, August, and September) opened up a good deal in 1975, relative to the year before, when fuel shortages were still restraining much of long distance travel.

An inspection of the second chart (Chart 18) reveals that in 1975 the Frontier West received a disproportionately high number of visitors during the months of March and April (17% and 14% respectively), and a disproportionately low number of visitors during July and August (8% and 1% respectively) - - relative, that is, to the proportions traveling to the U.S. in total during those months.

Chart 17
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975 BY SEASONALITY (Quarterly)

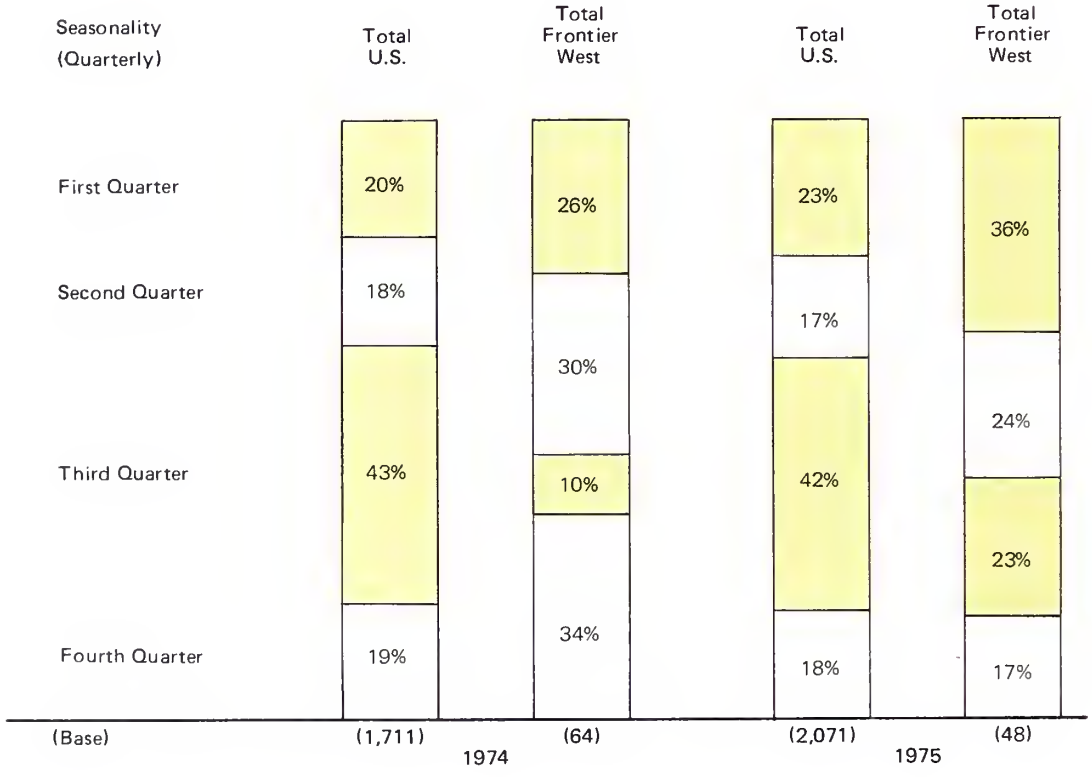
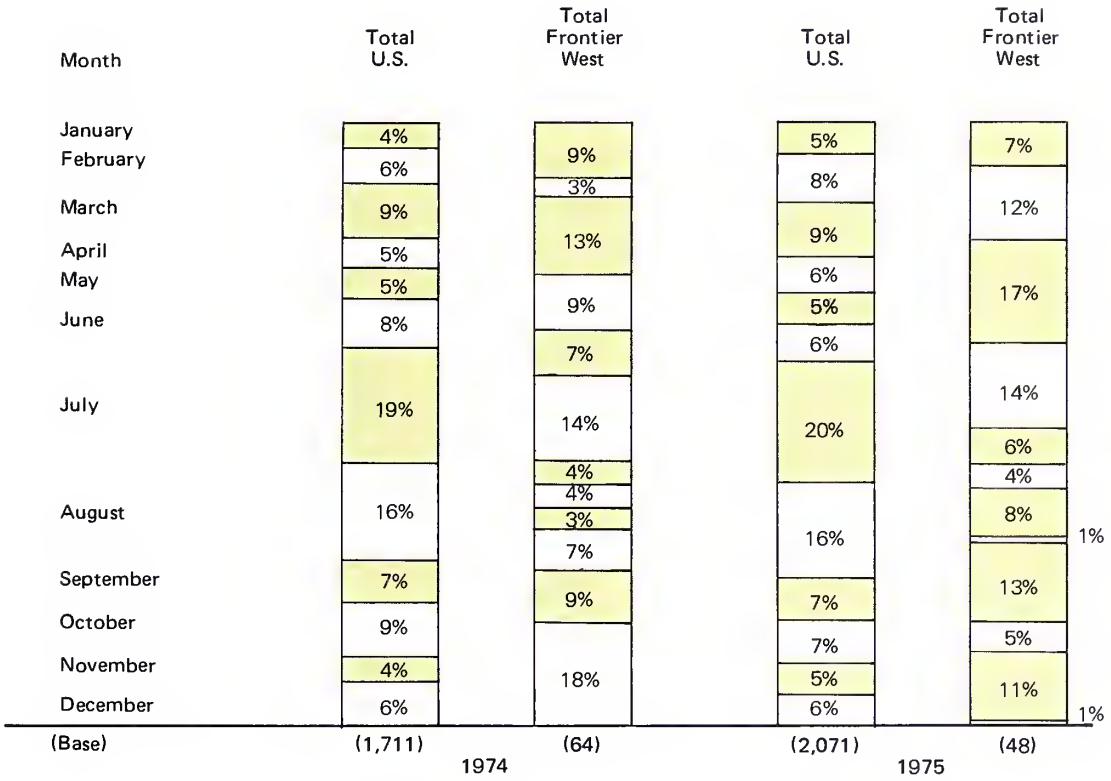


Chart 18

CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975 BY SEASONALITY (BY MONTH)

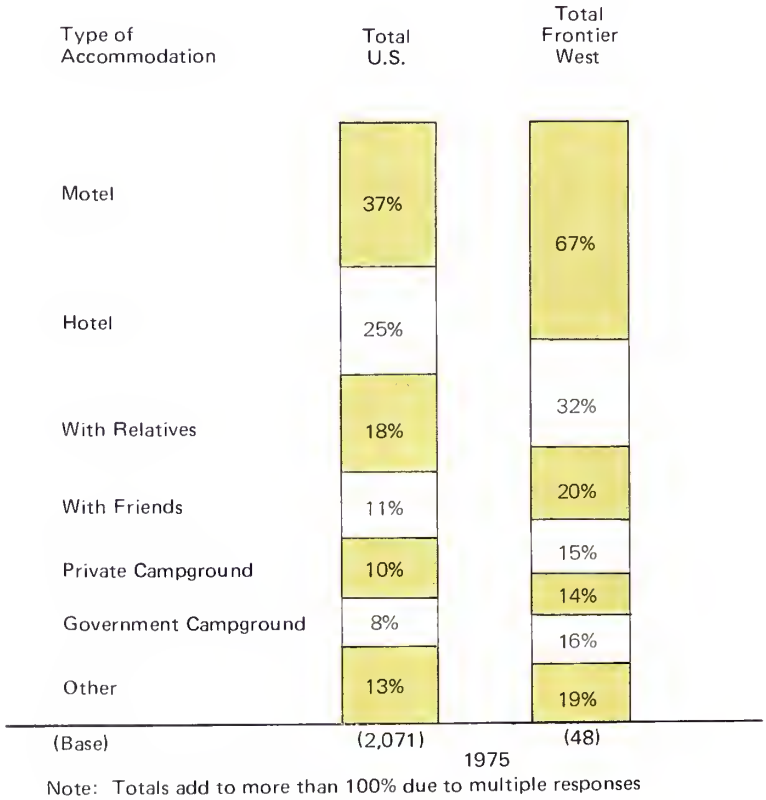


e) Accommodation

The data below indicate that Canadians traveling to the Frontier West experienced, on the average, many more different kinds of accommodation than was true of the average Canadian visitor. The greatest discrepancies were to be found in their unusually high reliance on motels (67%) and hotels (32%); but even their use of campgrounds (both private and government) exceeded the average for all visitors by significant margins.

These findings, while significant, are as expected in view of the considerably longer distances required to reach the Frontier West region from Canada. And, of course, they are consistent with the significantly greater average number of nights spent in the United States by Canadians while visiting this particular region (see next item).

Chart 19
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY TYPE OF ACCOMMODATION



Note: Totals add to more than 100% due to multiple responses

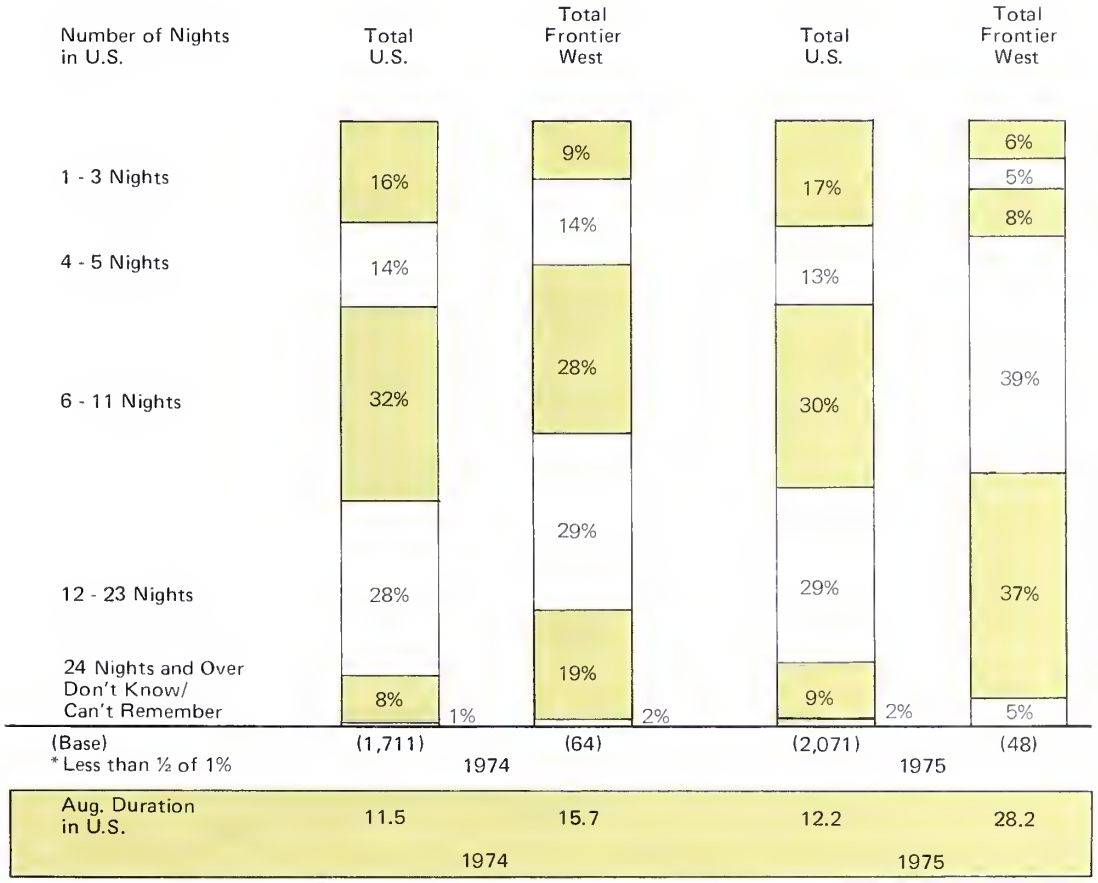
f) Length of Stay

By virtue of the distance, and also by virtue of the heavy reliance on personal vehicles for transportation, the number of nights spent in the United States by Canadians traveling to the Frontier West far exceeded the national average in 1975 - - by a ratio greater than 2 to 1 (28.2 nights versus 12.2 nights).

In 1974, the pattern was similar, though the discrepancy was by no means as great (15.7 nights versus 11.5 nights).

Hence, though the number of Canadians vacationing in the region was down relative to 1974, the type of vacationer may have changed: he relies less on air, and he stays longer.

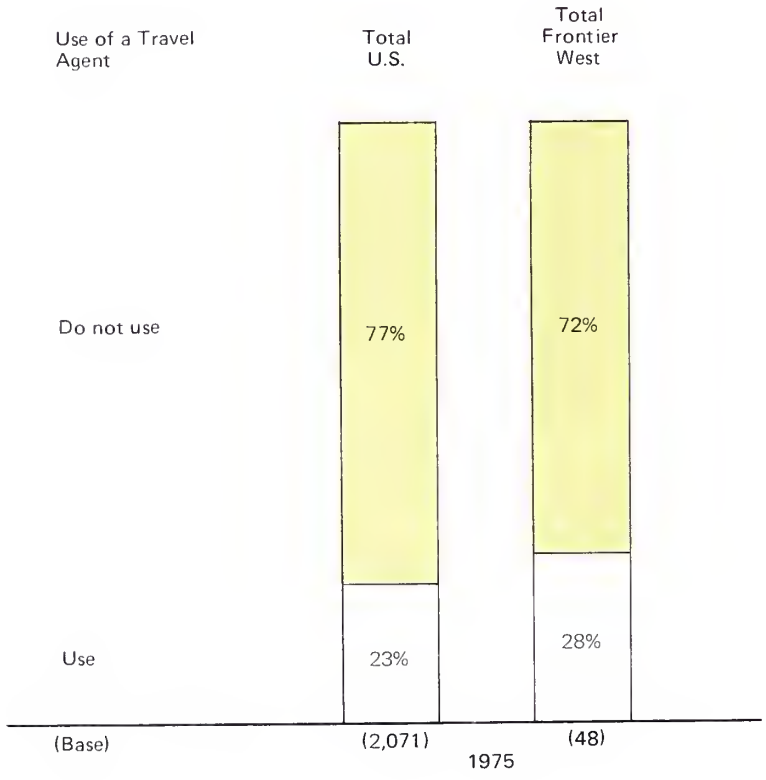
Chart 20
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY LENGTH OF STAY



g) Use of a Travel Agent

Canadians traveling to the Frontier West tend to have used a travel agent in 1975 to about the same extent as did all Canadians vacationing in the U.S. The marginal difference in the table following can be assumed to be the result of simple random sampling error.

Chart 21
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY USE OF A TRAVEL AGENT

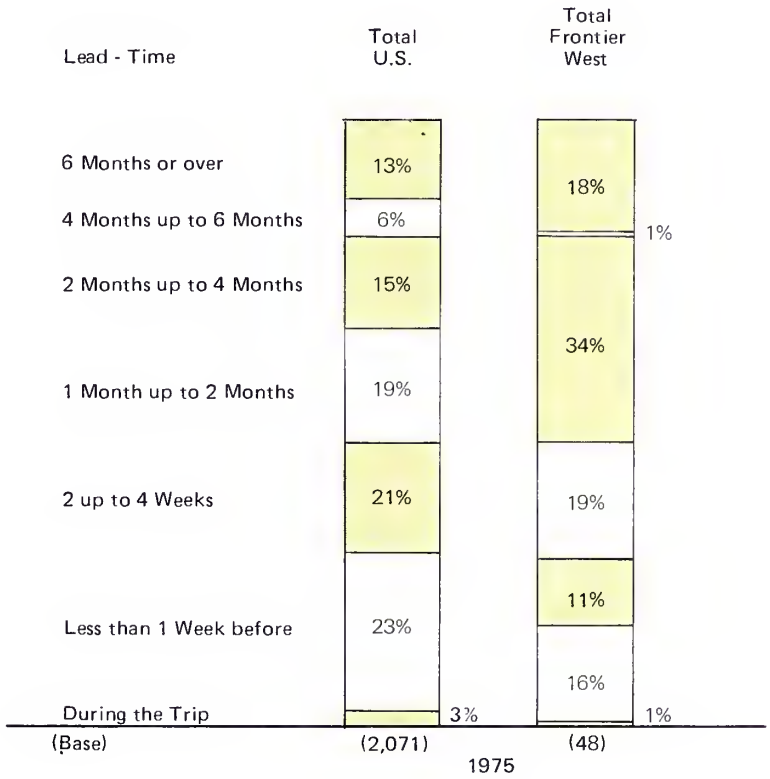


h) Decision Lead-Time

It is not surprising, in view of some of the foregoing findings, to discover that Canadians traveling to the Frontier West typically made their plans a good deal earlier than those traveling to other regions in the United States. Those planning at least two months in advance, for example, comprised 53% of Frontier West visitors, compared to only 34% of all U.S. visitors from Canada. And, as can be seen, there was virtually no spontaneous decision-making leading travelers to visit the Frontier West.

The implications for the timing of advertising and promotion are obvious: the Frontier West visitors must plan ahead much more than visitors to most other regions.

Chart 22
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975 BY DECISION LEAD - TIME



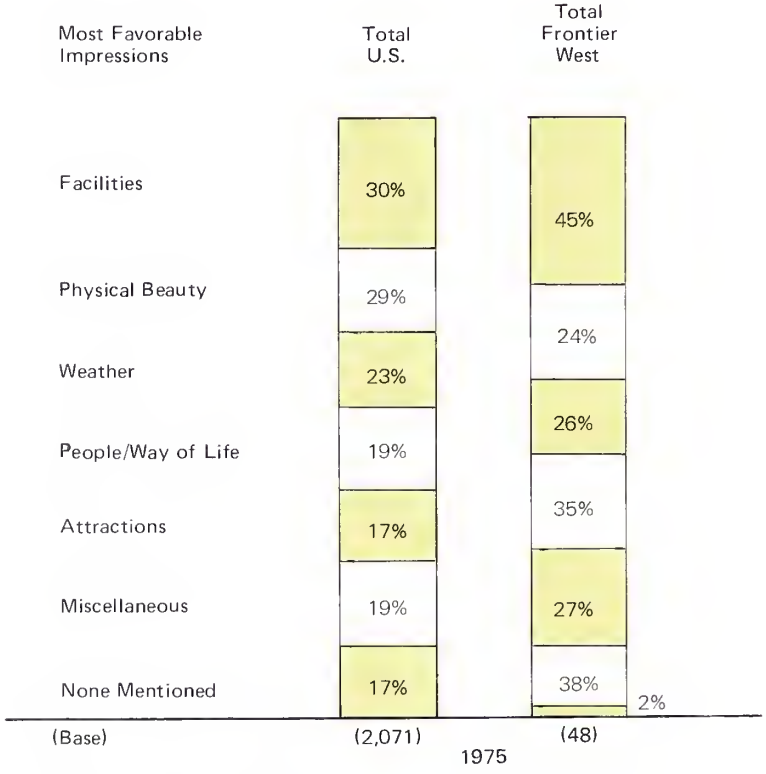
i) Favorable Impressions of U.S.

Again, this information is available only for trips taken during 1975. Also, it should be remembered that not all of these favorable impressions are derived from experiences or observations geographically located in the Frontier West region. They span the entire trip. However, it can be assumed that, for the most part, they grew out of the Frontier West experience.

It is obvious, first of all, that this group of travelers had a good deal more to say about the United States than was true of other Canadian vacationers to the U.S. in 1975. Almost none of them (2%) reserved judgement entirely, compared with 17% for all Canadian visitors to the U.S.

Frontier West visitors were particularly prone to comment favorably on the facilities afforded them: 45% as compared to 30% for all Canadian visitors. Other notable differences included the relatively higher proportion reacting positively to the people and their way of life (35% versus 19%) and to the many attractions afforded (27% versus 17%).

Chart 23
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY THE MOST FAVORABLE IMPRESSIONS OF U.S.

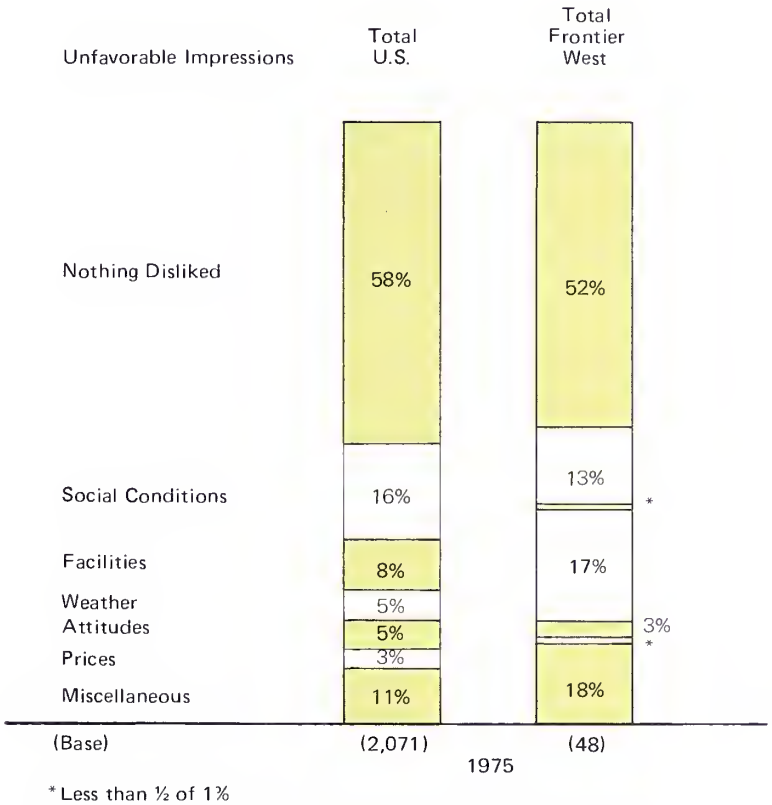


Note: Totals add to more than 100% due to multiple responses

j) Unfavorable Impressions of the U.S.

Consistent with the pattern for all Canadian visitors to the U.S., those visiting the Frontier West in 1975 were ill-disposed to criticize. The small sprinkling of criticism that did occur indicated that weather, more than anything else, constituted a particular disappointment in the Frontier West in 1975 (17% criticized the weather, versus 5% for all visitors).

Chart 24
CANADIAN VACATION TRIPS TO THE FRONTIER WEST IN 1975
BY UNFAVORABLE IMPRESSIONS OF U.S.



*Less than ½ of 1%
Note: Totals add to more than 100% due to multiple responses

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. **NEW ENGLAND**

   Connecticut
   Maine
   Massachusetts
   New Hampshire
   Rhode Island
   Vermont

2. **EASTERN GATEWAY**

   New Jersey
   New York

3. **GEORGE WASHINGTON COUNTRY**

   Delaware
   District of Columbia
   Maryland
   Pennsylvania
   Virginia
   West Virginia

4. **THE SOUTH**

   Alabama
   Arkansas
   Florida
   Georgia
   Kentucky
   Louisiana
   Mississippi
   North Carolina
   South Carolina
   Tennessee

5. **GREAT LAKES COUNTRY**

   Illinois
   Indiana
   Iowa
   Michigan
   Minnesota
   Ohio
   Wisconsin

6. **MOUNTAIN WEST**

   Colorado
   Montana
   Nebraska
   North Dakota
   South Dakota
   Utah
   Wyoming

7. **FRONTIER WEST**

   Arizona
   Kansas
   Missouri
   New Mexico
   Oklahoma
   Texas

8. **FAR WEST**

   Alaska
   California
   Idaho
   Nevada
   Oregon
   Washington

9. **ISLANDS**

   American Samoa
   Guam
   Hawaii
   Puerto Rico
   Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"**Vacation**" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"**Vacation trip**"essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips–for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S.($million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	238.000	309,000	392,000	527,000	15%	16%	$46	$57	7%	7%
(Maine)	(145)	(206)	105,000	156,000	183 000	264,000	7	8	22	30	3	4
(Massachusetts)	(90)	(106)	66,000	93,000	105,000	132 000	4	4	15	18	2	2
Eastern Gateway	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York)	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey)	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida)	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West	(114)	(168)	101,000	143,000	183 000	231,000	7	7	28	48	4	6
Frontier West	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California)	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington)	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

*See note on Page 3
(Canadian Arrivals)

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spent in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	2.53	3.06	1.65	1.68	8.2	8.6
(Maine)	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts)	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York)	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey)	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida)	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California)	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington)	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S.	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England	(332)	(392)	$303	$365	$37	$42	$120	$119	$15	$14
(Maine)	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts)	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway	(239)	(365)	392	453	48	48	165	167	20	18
(New York)	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey)	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country	(106)	(104)	544	570	39	54	213	211	15	20
The South	(334)	(481)	910	870	52	55	367	313	21	20
(Florida)	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West	(431)	(441)	545	671	47	57	258	269	22	23
(California)	(175)	(194)	738	899	44	55	378	376	23	23
(Washington)	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S.	(1,711)	(2,071)	570	651	50	57	242	236	21	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Expenditures in U.S. only:																
Total	(1,711)	(2,071)	$570	$651	$242	$236	$50	$57	$21	$21	11.5	12.2	2.36	2.76	1.59	1.61
Residence:																
Atlantic Provinces	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75
Quebec	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65
French Quebec	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69
English Quebec	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55
Ontario	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58
Prairies	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55
British Columbia	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61
City of residence:*																
Vancouver	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69
Calgary/Edmonton	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32
Winnipeg	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69
Toronto	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50
Montreal	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63
English	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54
French	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68
Other	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65
Community size:																
Urban	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60
Rural	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66

* Data have limited value due to small sample sizes

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CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Sex:																
Male	(792)	(944)	$624	$664	$264	$241	$55	$60	$23	$22	11.3	11.7	--	2.75	--	1.63
Female	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/ Divorced	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

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CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Occupation:																
Prot./Sales/White collar .	(758)	(905)	$600	$690	$254	$259	$56	$65	$24	$24	10.8	11.3	--	2.66	--	1.61
Skilled labor	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70
Unskilled labor	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60
Farmer	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68
Student	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28
Retired/Pensioned	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76
Other	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15
Education completed:																
University	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56
Technical/Preparatory . .	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59
High school	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64
Elementary school	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56
Accommodation:																
Owned	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70
Rented	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44
Type of dwelling:																
Detached/Semi-Detached	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67
Town house/Other attached house	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57
Apartment	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39
Other	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66

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CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Purpose of trip:																
Visiting friends	(572)	(311)	$309	$524	$153	$239	$30	$46	$15	$21	10.3	12.9	2.02	2.19	1.54	1.56
Visiting relatives		(493)		421		178		37		16		12.7		2.36		1.63
Staying at a vacation spot	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67
City sightseeing/ shopping	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66
Rural activities	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62
Other	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52
Purpose of trip and season:																
June to September:																
Visiting friends/ relatives	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67
Staying at a vacation spot	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75
City sightseeing	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70
Rural activities	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67
Other	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55
October to May:																
Visiting friends/ relatives	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51
Staying at a vacation spot	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61
City sightseeing	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63
Rural activities	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56
Other	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49
Main mode of transport:																
Car	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71
Plane	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45
Bus	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32
Train	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54
Motor camper	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89
Other	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures $		Total trip expenditures per adult ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per adult ($)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Month trip started:																
December to March	(436)	(560)	$567	$1,009	$405	$374	$55	$63	$26	$23	15.6	17.7	2.14	2.70	1.57	1.54
April to May	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55
June to September	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66
October to November . .	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58
Nights spend in U.S.:																
1-5	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59
6-11	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64
12-17	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63
18 and over	(254)	(337)	934	1.096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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